

- \* Price will vary depending on style and quantity.
- \*\* Price will vary depending on average length of calls and dispersion of call volume.
- \*\*\* This cost per call is for volunteer recruitment only. It does not include Gift Ask Requests or any additional test calls.

▶ IMC's estimated expenses total \$3,900,000. Revenue estimate is \$4,600,000. There is a \$3.08 per kit charge not managed by IMC.

Attached hereto and marked Exhibit I are provisions that may be required by various states.

In Witness Whereof, the parties have executed this Agreement as of the last date set forth below.

#### American Diabetes Association

▶ By: Larry Hausner

Printed Name: Larry Hausner

Title: CEO

Date: 12/20/10

By: Victoria R. Bennett

Printed Name: M. Vaneeda Bennett

Title: F.V.P.

Date: 12/20/10

#### InfoCision Management Corporation

By: Carl Albright

Printed Name: Carl Albright

Title: President & CEO

Date: 10/15/10

By: Mike Cook

Printed Name: Mike Cook

Title: Vice President of Marketing

Date: 10/14/10

Larry Hausner, the American Diabetes Association's CEO, signed this contract for the association's 2011 volunteer fundraising campaign with InfoCision. Hauser's signature is just inches below the telemarketer's estimate that it will be paid \$3.9 million of the \$4.6 million in expected revenue. That's 85 percent of the money to be raised. **DAVID EVANS**

Source: American Diabetes Association's 2011 contract with InfoCision (page 22 of 35)